



Tennessee Department of Tourism

E-News V04.6

## Tennessee Joins Natchez Trace Compact

Tennessee and Alabama have joined Mississippi in a marketing program designed to attract more visitors to communities along the 444-mile National Scenic Byway known as the Natchez Trace Parkway.

The Natchez Trace Compact will work with the National Park Service on establishing and refining tourism promotion projects for the historic Parkway, which connects Natchez, Mississippi, with Nashville, Tennessee. Since 1999, the organization has concentrated solely on Mississippi communities until both Tennessee and Alabama officially joined this year. Annual financial support for the marketing initiative comes from both state contributions and member dues.

"Heritage tourism is a tremendous driver of visitors to Tennessee, and the

Natchez Trace is doubly attractive to our international market by being a scenic byway and authentically American," said Commissioner Whitaker. "With Nashville as the northern terminus for the route, it is a natural fit for us to be involved and to bring other Tennessee cities, such as Franklin, Columbia, Leiper's Fork and Hohenwald, into the promotion."

The Parkway commemorates the historic Old Natchez Trace and covers 310 miles in Mississippi, 102 miles in Tennessee and 32 miles in Alabama. The original trail began hundreds of years ago as a pathway for wildlife and American Indians. Today it attracts visitors

from the United States, Canada and most European countries.

According to the latest research conducted by the Trace Compact, the average travel party using the Trace consists of 2.3 adults who spend 3.1 days touring and \$470 during their trip. ■

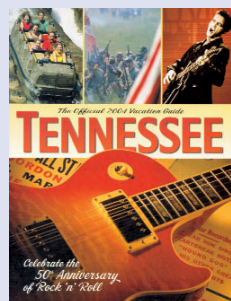


▲ More than 100 miles of the scenic Natchez Trace Parkway run through Tennessee.

## Gear Up for 2005 Vacation Guide

Early bird advertising discounts are among several enhancements to the 2005 edition of the award-winning *Tennessee Vacation Guide*.

During the summer, Miles Media Group, the publishing partner for Tennessee Tourism, with nearly 50 years of experience creating destination and visitor information products, will be contacting tourism related businesses across Tennessee regarding ad sales, editorial content and verification for free listings in the *Tennessee Vacation Guide*. Be on the lookout for their call!



▲ The award-winning 2004 vacation guide cover

With 550,000 copies distributed annually, the guide is the definitive Tennessee tourism handbook, providing prospective visitors complete information on more than 3,200 tourism-related businesses across the state.

The *Tennessee Vacation Guide* is a tremendous value to tourism businesses, especially considering the mileage free listings get in the year-round, glossy magazine and on [TNvacation.com](http://TNvacation.com). And don't forget the pre-book discount of 3% on all advertisements purchased by July 31, 2004.

For ease of use, business listings in the 2005 guide will be organized into three grand regions, West, Middle and East. Each region will be organized alphabetically by city with attractions and activities under each city head. It will also feature an attractions index.

The department is already hard at work with Miles Media to build on the success of the 2004 guide. Last year's edition won an Advertising Association Federation award for four-color cover design.

Advertisers wishing to reserve space may call Miles Media Group directly at 1-800-683-0010. ■

## Tennessee Tourism Sets the Stage at CMA Music Festival

Front and center was the place for the Tennessee Department of Tourist Development during Nashville's four-day CMA Music Festival, June 10-13.

The tourism booth featured the new logo "Tennessee. The stage is set for you!" on its header banner. Department staff distributed lapel pins with the same message, as well as autograph sheets featuring the new logo for visitors to use for autographs from the stars. State of Tennessee pins, highway maps, vacation guides and regional gifts were also distributed to over 2,000 festival attendees.

In addition, daily destination drawings for 4 cities were provided as incentives to revisit Tennessee. The cities included Johnson City, Memphis, Chattanooga and Sevierville.

The annual music festival drew 132,000 visitors to the city with an economic impact in the millions. According to officials at the Nashville CVB, the 2004 event had an economic impact of between \$16 and \$17 million. ■



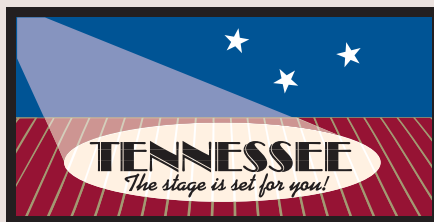
▲ Welcome Center hostesses Janice Rich and Jan Elliott and Assistant to the Assistant Commissioner, Ruth White, were among the staff who maintained the department's CMA booth.

### Logos and Usage Manual Available on CD

Tourism's new logo puts the spotlight on Tennessee, underscoring unique music and entertainment stages from each of Tennessee's three grand divisions. To ensure consistent branding in all public environments, the department is preparing a Logo and Identity Usage Manual and logo files on CD detailing proper use for the gamut of printing scenarios, from embroidery to signage.

The CD will be distributed first to regional directors, CVBs and major regional marketing organizations and attractions. Additional copies will be distributed upon request to members of the Tennessee travel industry. The logos are intended for travel promotion. They

▼ The wordmark logo spotlights Tennessee and the tagline. Specific color variations are detailed in the manual on the CD.



▲ The two-color (spot) and four-color (process) combinations are detailed on a department issued CD containing the usage manual and logo files.

are not authorized for use on imprinted retail sales items since they are official Tennessee Tourism department marks.

The logo was designed by Tom Horton, Creative Director for the Department of Economic & Community Development. The CD manual establishes guidelines for one, two and four-color process for printing on paper, vinyl, cloth, etc. Complete information about format, resizing, and color reproduction are included.

Lorene Lambert, Tourism's Creative Services Manager is the department's liaison to the industry. Please contact Lorene at (615) 741-9026 or via email at [Lorene.Lambert@state.tn.us](mailto:Lorene.Lambert@state.tn.us) to request a copy of the CD. ■

### News Bureau Update

Tourism entities across the state are working with the Tennessee Tourism News Bureau to capitalize on additional exposure and other media assistance from the department's media outreach machine.

"Our goal is to have each of Tennessee's 95 counties represented with a story of some kind by the end of July," said Mark Thien, director of communications. "We're encouraging everyone to take advantage of this free publicity as often as one can. It's making a difference statewide."

You can register for a password and story submission rights by simply logging on to the News Bureau at <http://www.tenntravelnews.com>

The department will showcase the News Bureau at the Tri-State Press Conference, July 8-10 at Memphis' Peabody Hotel. More than 500 members of the press from Arkansas, Mississippi and Tennessee are expected to attend.

## *Field Reports from Marketing and PR Managers*

Our regional marketing and public relations managers are available for group presentations to demonstrate and explain the News Bureau. To schedule a speaking engagement contact:

Ramay Winchester/West: 731.426.0888  
or [Ramay.Winchester@state.tn.us](mailto:Ramay.Winchester@state.tn.us)  
Derrick Smith/Middle: 615.741.9049  
or [Derrick.Smith@state.tn.us](mailto:Derrick.Smith@state.tn.us)  
Nicky Reynolds/East: 865.777.4685  
or [Nicky.Reynolds@state.tn.us](mailto:Nicky.Reynolds@state.tn.us)

### ***Tennessee FAM Tours Prove Informative***

*Derrick Smith*

There is nothing like seeing a place for yourself and Middle Tennessee Manager, Derrick Smith, did just that by visiting Sumner County with tourism officials Randy Cline and Kaye Ireland. Among the many attractions toured were Trinity Broadcast Network (former home of the late Conway Twitty and CMT), Rock Castle, The Last Plantation, the Trousdale House, Rose Mont, Cragfont, Bledsoe's Fort Historical Park and Johnny Cash's former home.

Derrick also met with Mayor Omer Gene Brooksher and Emerson Meggs of Adams in Robertson County. Adams is internationally known as the home of the famous "Bell Witch" hauntings of the 1800s. It is also the home of the 25th annual Tennessee-Kentucky Thresherman's Association Show, held this year on July 16-17 at the Old Bell School on Highway 41, and spotlighting threshing and steam-powered machinery and regional crafts. The Bell School is also the site of the 26th Annual Bell Witch Bluegrass Competitions on August 13-14 where harmonica, banjo, clogging, dobro and many other expressions of bluegrass music and culture are contested. These folks have done well to promote their town.

### ***Tourism Outreach in East Tennessee***

*Nicky Reynolds*

The Rocky Mountain Elk Foundation's American Outdoor Show in Bristol, held at the Bristol Motor Speedway and Dragway the weekend of June 12th, registered 50,000 attendees. Nicky Reynolds, the department's East Tennessee Marketing and PR Manager, and Kay Howard from Tennessee State Parks managed the department's booth, distributing information to race fans who drove from KY, VA, NC, and from throughout Tennessee. Many first-time visitors fell in love with the state and requested information so they could return to explore more of the area. Over the weekend, 400 vacation guides, hundreds of maps and event brochures were distributed.

State Parks awarded a two-night stay at any state resort park to one lucky winner. Attendees also registered to win a couple of laps around the Bristol Motor Speedway track in a Richard Petty #43 car.

Within the East Tennessee region Nicky also hosted a group of Japanese writers May 11 – 15; attended a Public Relations Subcommittee Retreat in Chattanooga on May 17; gave a News Bureau presentation in Clinton on May 25th, and attended Chattanooga's Riverbend Music Festival. She also visited Pikeville in Bledsoe County with Susan Goldblatt and Annie McDonald from the Southeast Tennessee Tourism Association and Linda Caldwell from Tennessee Overhill, to discuss with local chamber and county officials how to promote the attractions, artists and festivals of the region.

### ***AgriTourism Initiative Update***

*Ramay Winchester*

The Tennessee Agri-Tourism Initiative works with farmers, local chambers of commerce and visitors bureaus to build farm income through agri-tourism, expand tourist income in rural communities, and establish a sustainable, long-term program. The process of attaining these goals is divided into three phases: Inventory and Analyses, Training and Development and Promotion.

An inventory of existing agri-tourism operations in the state was conducted in the fall of 2003. More than 600 enterprises were identified, and operators of 210 enterprises meeting the initiative's agri-tourism definition were successfully contacted and completed surveys. Survey information is used in promotional materials and to identify topics for educational workshops.



▲ Visitors enjoy the Valley Home Farm in Wartrace.

Statewide and national promotions are also underway to identify visitor interests, origin and other demographics to capitalize on tourist interest in agriculture and rural touring. Statewide broadcasts, news releases and other promotions throughout the year highlight agri-tourism venues in its proper season. Agri-tourism brochures will be available this summer through the regional state tourism offices. ■

## Tourism Department: On the Scene in Tennessee

Commissioner Whitaker and staff continue to take mini-tours of Tennessee as often as possible.

The Commissioner and a delegation from the department visited Williamson County at the invitation of CVB Executive Director, John Whisenant and dignitaries from the county's governmental organizations. The tour included such places as Franklin's historic Main Street, the revitalized Factory campus, the Civil War-era Carter House and Carnton Plantation, the community of Leiper's Fork and the Natchez Trace Parkway. Franklin and Williamson County have received national attention and awards for its Main Street, Civil War heritage attractions and shopping venues, creating a great destination for visitors while contributing to the quality of life for residents.

In May and June, Commissioner Whitaker and staff attended these and other events:



▲ Commissioner Whitaker meets Roger Anderson, mayor of Williamson County; John Whisenant, CVB executive director; and Judy Hayes, Williamson County commissioner.

▼ Commissioner Whitaker and Roger Brashears of Jack Daniel Distillery, manager of Lynchburg Tourism and Media Relations, visit the new Jack Daniel's Barbecue Pavilion.



Date	Location	Event or Fam Tour
5/2	Atlanta, GA	Southern Women in Public Service Conference
5/7	Humbolt, TN	Strawberry Festival
5/12	Kingsport, TN	NETTA Pinnacle Awards
5/14	Memphis, TN	Memphis in May BBQ Judging
6/1	Atlanta, GA	Travel South Board Meeting
6/3	Nashville, TN	TN Workforce Partnership Summit
6/4	Williamson County	Williamson County Fam Tour
6/8	Nashville, TN	Spirit of Liberty Bike Media Event
6/9	Collierville, TN	Spoke to Chamber luncheon; toured Collierville
6/10	Brownsville, TN	Toured Brownsville
6/11	Lynchburg, TN	Toured Lynchburg and Jack Daniel Distillery
6/13	Chattanooga, TN	TN Municipal League Annual Conference
6/15	Memphis, TN	Metro Memphis Attractions Association
6/18	Dollywood	Imagination Library Event with Governor Bredesen, Dolly Parton

"The Spirit of Liberty Bike" made its public debut appearance in Nashville at the Country Music Hall of Fame and Museum during the CMA Music Festival. The bike is plated in copper and has some salvaged material from the Statue of Liberty restoration of the 1980s. It was on display for several days and is now on the Tim McGraw and The Dance Hall Doctors "Outloud" summer tour across the U.S.



L to R: Rick Stocks, bike owner, president and founder of Golf Leaf Corporation; Kyle Young, executive director of the Country Music Hall of Fame and Museum; Susan Whitaker, state Tourism Commissioner; and 1 Lt. Doug Coop of the 101st Airborne Division, Ft. Campbell.

Photo Courtesy of the Country Music Hall of Fame & Museum/Donn Jones ■

## Sales Report/Lee Curtis



### *Travel South Showcase '05 In Tennessee*

Big plans are underway for Travel South Showcase, hosted by the department and the city of Memphis on February 12-16, 2005. It's the first time this major travel show has been in Tennessee since 1994 when it was held at Opryland Hotel in Nashville. At that time, the '94 event was the highest attended Travel South Showcase with 740 tour operators, travel suppliers and other industry professionals.

New tour operators who have questions should contact Lee Curtis at (615) 741-9045 or by email at [Lee.Curtis@state.tn.us](mailto:Lee.Curtis@state.tn.us).

### *New Tour Operator Program in the Works*

Lee Curtis recently met with the Memphis CVB to discuss opportunities for a new program geared for tour operators called TAP into Southern Treasures. This program is a partnership with the Travel Alliance Partners (TAP), a group of tour operators with offices throughout North America. This program is expanding into Tennessee, Mississippi, Missouri and Louisiana.

As always, we value your input and suggestions, so please email [Lee.Curtis@state.tn.us](mailto:Lee.Curtis@state.tn.us) with any comments you might have regarding upcoming shows this fall. ■

## Longwoods Research Results on Tennessee Available

An executive summary of the research report about Tennessee's key image strengths by Longwoods International, a leading advertising research firm based in Toronto, Canada, is available to members of the Tennessee tourism industry. As mentioned in the last issue of the newsletter, the study identified "hot buttons" that motivate travelers to choose Tennessee, which include a rich musical heritage, beautiful and unique scenery and exciting entertainment, festivals and nightlife. Contact Patricia Gray for a copy at (615) 741-9004 or by email at [Patricia.Gray@state.tn.us](mailto:Patricia.Gray@state.tn.us). ■

## Julie Bandy Joins the Department



*Julie Bandy*

Julie Bandy joins the department as executive assistant to Commissioner Whitaker. Julie previously served in state government as an intern for Governor Bredesen's scheduling office.

She has also served as congressional staff assistant for Congressman Bart Gordon's office

and as an intern for the Rutherford County Democratic Party.

Julie is a graduate of Middle Tennessee State University with a B.A. in History and Political Science. She is originally from Knoxville and lives in Antioch with her husband, Ross. You can reach Julie at (615) 741-9016. Her email is [Julie.Bandy@state.tn.us](mailto:Julie.Bandy@state.tn.us). ■

## *Farewell to Beth Lunsford*

Beth Lunsford (whom Julie Bandy is replacing) is moving with her husband to Jacksonville, Florida in July, after more than five years of service to the State of Tennessee. Her last day with the department is June 30th.

Beth said, "Commissioner Whitaker has given me a wonderful opportunity to grow professionally and personally. I have learned so much from her and the department staff. The Tennessee tourism industry welcomed me with open arms over a year ago, and I will miss working with such a special group of individuals."

Commissioner Whitaker said "Beth has been such a tremendously important part of the success of this department, it is very difficult to put into words how much she will be missed by the entire tourism office and me, personally. Florida is lucky to be gaining such an accomplished and caring professional, but we know her heart will always be with us here in Tennessee.

"Thank you, Beth, for your leadership and countless hours of hard work on behalf of the Department of Tourist Development and the entire tourism industry. You will be greatly missed!" ■



*Beth Lunsford*

## Nominations Sought for Rising Star Award



Nominate your candidate for the annual Rising Star Award, presented by *Southern Living* magazine and the Atlanta-based Southeast Tourism Society (STS), by using the following link:

[http://www.southeasttourism.org/awards\\_rising\\_star.asp](http://www.southeasttourism.org/awards_rising_star.asp)

Your nomination of a qualified individual from your organization recognizes someone who recently entered our profession and created a unique impact within his or her area of influence for your organization, as well as the industry. Nominations are accepted *ONLY* for individuals within STS member organizations. Nominations may be made by non-STS member organizations, but the nominee must be an employee of an STS member organization.

### Qualifications and Other Notes of Interest

- Nomination form must be received at the STS office postmarked no later than July 2, 2004.
- Nominations are accepted only from current STS member organizations.
- Nominees are required to have gained full-time employment in the Travel & Tourism industry between 3/1/99-3/1/04.
- The Rising Star annual award winner will receive numerous awards including:
  1. \$1,250 cash prize awarded by *Southern Living* magazine
  2. A commemorative plaque
  3. A one-year Associate Membership with STS
  4. A one-year scholarship to STS Marketing College
  5. Permanent placement on a commemorative "honoree list" plaque placed in STS and *Southern Living* offices
  6. Paid attendance to STS Fall Conference
- Second and third place awards will also be presented. ■

## Reynolds Completes CTP Course and Exams

Congratulations to Nicky Reynolds, the department's East Tennessee Marketing and PR Manager, who completed the Certified Tennessee Tourism Professional Program (CTTP) examinations offered by the Tennessee Tourism Roundtable at UT Knoxville.



The program was developed to assist individuals working in the tourism industry to receive recognition and professional status, develop leadership skills and join a network of tourism professionals.

Graduation for the three-day certification program will be held in September at the Tennessee Tourism Governor's Conference in Memphis.

The department applauds all of the graduates who took the time to complete this course, as they seek to improve and increase the professional skills of the Tennessee tourism industry. For more information, visit online at [www.tntourismroundtable.com](http://www.tntourismroundtable.com). ■



◀Family and music brought thousands together recently at the Jefferson Street Jazz and Blues Festival in Nashville. Representatives of the department of tourism were there to photograph and enjoy the event.

